

Isle of Man Government

Town Audit Case Study



BACKGROUND

In November 2022, the Isle of Man Government launched their 'Our Island, Our Future' 10–15-year economic plan. It included aims to grow the population to 100,000 by 2037 and create 5,000 new employment opportunities. Since its launch, there has been a general trend of population growth, 1,500 new jobs created, and income tax receipts estimated at £40m ahead of what was budgeted.

This plan is set to be supported by a Local Economic Strategy that will focus on the hospitality, retail and leisure offer to help make the Isle of Man a more competitive, vibrant and sustainable place to live and work.

The 'Town Audits' report that Didobi delivered were based on work carried out in early 2024, which will help support the evidence base to drive this strategy and define the future ambitions of local towns, each of which has unique compositions, challenges and opportunities for future growth.

The project was split into three stages;

STAGE 1: Undertake under-pinning data collection and engagement activities across the eight areas identified in support of the development of 'Town Audits'.

STAGE 2: Produce individual 'Town Audit Reports', which included detailed analysis, insights and future recommendations for each of the eight areas identified.

STAGE 3: Produce an 'Executive Summary Town Audit Review' that provided a high-level overview of the outcomes of the individual town audit reports. This document had to make comparisons of towns and provide an overview of the state of the Island's economic areas as a whole.

SERVICES AND SUPPORT DELIVERED

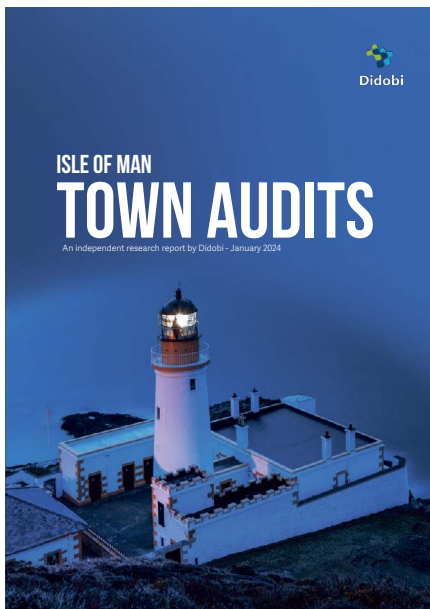
The report was a result of several concurrent research and engagement activities. These were;

- A review of all recent reports, research, data and surveys.
- Primary data collection and analysis of all retail and leisure units in each of the eight locations (Douglas, Ramsey, Peel, Castletown, Onchan, St Erin, Port St Mary and Laxey). This is now available via the Local Data Company's online dashboard Local Data Online
- Collation of data to feed into the creation of an Understanding Manx Places based on the methodology of Understanding Scottish Places (www.usp.scot).
- A visit to the Island by the Didobi team where each centre was visited and local stakeholders, businesses and residents were spoken with.
- Telephone interviews with key developers and investors.

At the end of the project, we then used the Place Standard Tool (www.ourplace.scot) to evaluate each location based on our views from the research. The Place Standard tool provides a simple framework to structure conversations about place. It allows users to think about the physical elements of a place (for example its buildings, spaces, and transport links) as well as the social aspects (for example whether people feel they have a say in decision making). It has 14 themes, each with a main question and further prompts to support conversations, inform the assessment and identify issues for improvement.

For each location a set of conclusions and recommendations was set out along with a strategic island overview, summary of recommendations and conclusion.

To assist in adoption of the recommendations a number of related case studies from across the United Kingdom were included in the report.



ISLE OF MAN

ISLE OF MAN TOWN AUDITS

An independent research report by Didobi - January 2024

Case Studies Linked to Recommendations

1. High Street Market
New spaces for local businesses in Douglas are being created through the market and regeneration work. This is currently set out in the 'Market context' which will be developed into a 'Market context' which will be developed into a 'Market context' which will be developed into a 'Market context'...

2. Foodie Friday
Foodie Friday is a regular event that allows food lovers to taste produce from local producers. It is held in the town of Douglas and is a popular event that allows food lovers to taste produce from local producers...

3. Local Enterprise
Local Enterprise is a scheme that provides support for local businesses. It is a scheme that provides support for local businesses...

4. Affordable Housing
Affordable housing is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

5. Transport
Transport is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

6. Environment
Environment is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

7. Community
Community is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

8. Culture
Culture is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

9. Safety
Safety is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

10. Health
Health is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

11. Education
Education is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

12. Employment
Employment is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

13. Equality
Equality is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

14. Inclusion
Inclusion is a key issue for the Isle of Man. It is a key issue for the Isle of Man...

EXECUTIVE SUMMARY 4

INTRODUCTION 6

APPROACH 7

UNDERSTANDING MANX PLACES 8

TOWN AUDITS

DORVAL 12

BARNEY 24

PEEL 34

CASTLETOWN 42

ONCHAN 50

PORT ERN 58

PORT ST MARY 64

LAXEY 70

ISLE OF MAN OVERVIEW AND SUMMARY 78

SUMMARY OF KEY RECOMMENDATIONS 86

CONCLUSION 88

CASE STUDIES LINKED TO RECOMMENDATIONS 89

APPENDIX 91



Methodology

Understanding Isle of Man Town Audits was a multi-stage process. It involved a series of workshops and consultations with local stakeholders. The process was designed to be inclusive and to ensure that the voices of all residents were heard.

Geography

The Isle of Man is a small island with a diverse range of landscapes and communities. The Town Audits were conducted in a way that was sensitive to the unique characteristics of each location.

Localities

The Town Audits were conducted in a way that was sensitive to the unique characteristics of each location. The process was designed to be inclusive and to ensure that the voices of all residents were heard.

ISLE OF MAN

ISLE OF MAN TOWN AUDITS

Appendix

1. Executive Summary

2. Introduction

3. Approach

4. Understanding Manx Places

5. Town Audits

6. Dorval

7. Barney

8. Peel

9. Castletown

10. Onchan

11. Port Ern

12. Port St Mary

13. Laxey

14. Isle of Man Overview and Summary

15. Summary of Key Recommendations

16. Conclusion

17. Case Studies Linked to Recommendations

18. Appendix

Appendix

1. Executive Summary

2. Introduction

3. Approach

4. Understanding Manx Places

5. Town Audits

6. Dorval

7. Barney

8. Peel

9. Castletown

10. Onchan

11. Port Ern

12. Port St Mary

13. Laxey

14. Isle of Man Overview and Summary

15. Summary of Key Recommendations

16. Conclusion

17. Case Studies Linked to Recommendations

18. Appendix

CLIENT COMMENTARY

"The Didobi team have been great in producing the Isle of Man's first Town Audits. The team came in quickly and have done remarkably diligent job in such a small timeframe. It is so great to see all this data in one place. It allows the Isle of Man to benchmark its' local economy for the very first time. The audits will be the foundations to the Isle of Man's local economy strategy."

Tim Cowsill, Chief Executive, Business Isle of Man

ABOUT DIDOBI

Didobi is a team of highly experienced specialists who deliver independent, innovative and clearly written research, insights, reports and content to public and private sector clients for the built environment. These include data science, data quants, research, placemaking, communications and strategy.

This unique combination of experience and knowledge has earned Didobi a reputation for distilling data into practical advice and knowledge that enables better strategic decisions and problem solving. We work directly and collaboratively with our partners to meet the specific challenges and needs of our clients as a consortium.

This project was delivered in March 2024

For further information on how we help you audit your town please get in touch;



+(0) 0203 633 6718

hello@didobi.com

www.didobi.com